

LUDWIG BROS.
34 to 44 WEST 14TH ST.
MONEY REFUNDED ON ANY UNSATISFACTORY PURCHASE.
NEW METHODS

Reasonable Reasons for Remarkable Reductions.

First, we are rebuilding and it is utterly impossible to improve and enlarge without getting rid of surplus stocks. We have been selling a pile of merchandise at unprecedented low prices to gain room, but we've got to do better—sell it faster than ever. Another reason, the waning of the season is the incentive for all departments to reduce stocks to the lowest minimum. In the plainest words we can explain the situation, we are simply cutting prices down tremendously, and in many cases ruthlessly cut to cost and far below in order to move goods out quickly.

Unequalled Values in Shirt Waists and Wash Skirts.

Made especially for women of taste and offered for to-morrow at extraordinary prices reductions to clear this stock out promptly.

SHIRT WAISTS—Your choice of any White Waist, some a little faded, but the majority are clean, fresh goods, never out of the store, in sizes from 32 to 40; former prices, \$1.75 to \$3.00; your choice Monday 98c. Your choice of any Colored Waist, in stock, including all our fine yoke waists, chambray, gingham and madras waists in various styles; former prices, \$1.50 to \$2.50; choice Monday at 75c. Very fine Pique Waists; former price, \$1.00; marked down to 49c. **WASH SKIRTS**—Every fine Wash Skirt in stock, including finest white Imported Pique Skirt; former prices, \$2.00 to \$3.00; choice at 1.49. 800 Skirts in pique, denim and linens; former price, \$1.00; choice at 49c.

Domestic and Wash Goods Marked Down to Sell Quickly.

Satisfaction is everything, and these are values you'll appreciate. 600 yards Scotch Gingham, 10c. and 12c. 5c. quality reduced to 2c. 600 yds. all-wool French Chambray, regular value 40c., reduced to 25c. 450 yards finest Imported Pique, regular value 40c., reduced to 25c. In figured and plain effects, regular price 60c., reduced to 25c. 500 yards Plaided Served Silk Gingham, were sold at 40c. yd., reduced to 25c. 600 yards Polka Dot Pique, extra quality, was 10c. yd., reduced to 7c. Remnants of India Silk, from 2 1/2 to 3 1/2 yds., formerly sold at 60c., 80c. and 10c.; your choice at 25c. Corded Wash Skirts, checked and striped, balance of this season's goods, reduced from 40c. to 25c.

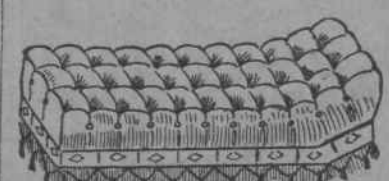
Sharp Reductions in Women's Underwear.

Women's ribbed pure silk Vests, in cream, sky, lavender and black; low neck, fancy fronts; low neck, no sleeves, a few high neck, short sleeves, were 80c. to \$1.40; all go, choice 39c. Women's ribbed genuine lace Vests, in high neck, short and long sleeves; a few pair of pique also a few Combination Suits, for merely 60c., reduced to 25c. 500 yards four-gauge fast black cotton Stockings, double sole, heels and toes, some have white feet; also a few light shades of 12c. Children's fine ribbed fast black cotton Stockings, with French feet, double soles, heels and toes, extra quality, were 10c.; sale price, 12c.

Deep Cuts in Prices in Furniture, Carpets and Upholstery.

No catchpenny sale about this, but genuine reductions for a positive clearance of honest, reliable goods. It's provoking to competition, but of vital importance to purchasers who appreciate an economical opportunity. Besides, we do not hesitate to make these reductions right in the face of sharp advances of prices in the furniture markets. Don't wait, be on time, for these will go quickly.

\$17.00 Hair Couch at \$9.98.



This All-Hair Turkish Couch, spring edge all around, beautiful selections of colors, never offered for less than \$17.00, at the remarkable price of 9.98.

\$1.50 Oak Dining Chair at 75c.



This handsome golden oak brace arm Dining Chair, hand made, cane seat, fancy stained posts, real value \$1.50, special for to-morrow, 75c. No mail orders filled. Nine to dealers.

A \$12.00 Hair Mattress for \$7.50.

40-lb. black Hair Mattress, made up to your order in one or two parts, covered in A. C. A. or fancy ticking, nothing like it ever offered for less than \$12.00; to close out quickly they're marked down to 7.50.

Extraordinary Carpet Offers.

Lot 1—Heavy all-wool Tapestry Brussels suitable for parlors, dining rooms and halls, real value 60c. yd.; to-morrow, special at 39c. Lot 2—Alexander Smith's very best Axminster and Moquette Carpets, with borders to match, real value \$1.25; to-morrow, special at 69c.

Linoleum and Oilcloth.

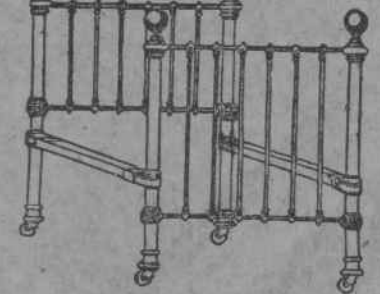
Lot 3—Genuine Cork Linoleum, 2 yds. wide, real value 55c.; special to-morrow, 25c. square yard.

Lot 4—Extra heavy Linoleum, in a variety of pretty patterns, the real 70c. grade; Monday, our price, 39c.

MEN'S FURNISHINGS.

Men's fine madras and percale Negligee Shirts; some have a pair of collars and a pair of cuffs; others one pair cuffs to match; made from Scotch madras and French percale; our regular 88c. line, reduced to 49c. Another lot of men's fine black cotton Half Hose; made of fine Mason yarn, double soles, heels and toes, regular 15c. quality, reduced to 9c.

\$5.00 Bed at \$2.75.



OFFER EXTRAORDINARY! Notwithstanding the phenomenal advance of 50 per cent and more on these beds, we will sell you a bed like above out, in all sizes and gold by regular furniture stores at \$5.00, for 2.75 only. No mail orders filled on these beds.

Rugs and Matting.

Lot 5—50 reversible heavy Ingrain Rugs, 10-ft. long and 3 yds. wide, never before sold for less than \$5.00; special to-morrow, 2.48.

Lot 6—100 hand-made Koran Rugs, size 4 yds. long and 3 yds. wide, very best quality, genuine Oriental patterns, fast dye, will not fade, imported to sell at \$17.50; our price for to-morrow 9.75.

Lot 7—100 rolls reversible linen warp Japanese Matting, beautiful effects, 20 yards to the roll, real value \$6.00; special for to-morrow 3.48.

ADAMS & CO.

67 AVE. 214th to 227th STS.

A Record Breaking Smash in Bicycle Values!

Just think of \$30 for a **Humber Bicycle** paying only

That was made to sell for \$102! In men's styles and 26-inch frame only.

And \$20 for the **Falcon Wheel.**

We have a small lot of Men's Special Wheels—\$50.00 quality—24-inch frame only. While they last (and no more can be had when this lot is sold) the price is reduced to **\$12.98**

Men's Bicycle Wear

MEN'S BICYCLE PANTS, recently \$2.00 to \$5.00, to close out, cut down to 1.29, 1.69 and 1.95 each.

MEN'S BICYCLE SUITS, recently \$5.00 to \$12.00, to close out, cut down to 2.98, 3.98, 4.98 a suit.

MEN'S BICYCLE HOSE, to clear out marked down, \$1.00 to \$3.00, to 39c. and 79c. a pair.

Men's Skeleto Coats

For Hot Weather Wear. Men's tailor-made SKELETO COATS, in all-wool chevrot, in black and navy blue, will fit 99 men out of every 100; as well as made-to-order coats, recently \$3.50; to close out.

Marked Down to 1.50 Each.

No mail orders filled on this lot.

MEN'S TAILOR-MADE SKELETO COATS, in all-wool black or navy blue serge, to close out.

Marked Down to 1.98 Each.

No mail orders filled on this lot.

Trimmed Golf Hats

In all shades of felt in an immense variety of chic designs, splendid values.

at 98c., 1.48 and 1.98 each.

FELT GOLF HATS in special qualities and choice shades, including pure white, splendid values.

at 2.48 & 2.98 each.

Untrimmed Felt Golf Hats.

An extra fine quality in great variety of the latest shades in all shades to match outing costumes.

Value 2.00 to 2.50, at 1.48 each.

Straw Hats

For Ladies and Misses Almost Given Away.

Our entire stock of Ladies' and Misses' STRAW HATS, in a great variety of dress shapes, in Tuscan and fancy braids, FROM 75c. AND 98c.

Marked Down to 10c. Each.

Our entire stock of Ladies' and Misses' STRAW HATS, in a great variety of dress shapes, in Tuscan and fancy braids, FROM \$1.25 AND \$1.48.

Marked Down to 25c. Each.

Children's Summer Dresses.

CHILDREN'S DRESSES, like illustration, sizes 6 to 14 years, in navy blue, cadet blue and red polka dot and striped pique, trimmed with white, MARKED DOWN TO 98c. Each.

CHILDREN'S DRESSES, sizes 6 to 14 years, in fine striped or polka dot pique, trimmed with white, MARKED DOWN TO 1.48 Each.

Sheets and Pillow Cases

Laundered and ready for immediate use—Look at the low prices.

SHEETS for single beds, 1-2 yds. 25c. wide by 2-2 yds. long.

SHEETS for 3-4 size beds, 1-3 yds. 29c. wide by 2-2 yds. long.

SHEETS for full size beds, 2 yds. wide by 2-2 yds. long.

SHEETS for large size beds, 2-1 yds. wide by 2-2 yds. long.

SHEETS for extra large size beds, 2-1 yds. wide by 2-2 yds. long.

Full size Hemstitched SHEETS, 2 yds. wide by 2-2 yds. long.

Full size Hemstitched PILLOW CASES, 50x36 inches.

Full size hemmed PILLOW CASES, deep hem, size 45x36 inches.

Extra size hemmed PILLOW CASES, 54x36 inches.

Dress Lawn Sale.

Down to 1-3 and 1-4 recent prices.

10c. DIMITIES, handsome dress styles, reduced to 3c.

12-12c. novelty LAWN SWISSES, elegant designs, reduced to 5c.

15c. BATISTE LAWS, lace effects, reduced to 8c.

A Trunk Special.

A well-made, nicely finished Travelling Trunk, like cut, with two centre bands, Excel-sior lock, large size end bolts, malleable iron fittings, sheet iron bottom, with three slats, tray with hat-catcher attachment, packing compartment and dress tray, trunk and trays all linen lined, for size 28.

OTHER SIZES IN STOCK.

Men's Underwear.

MEN'S LILE THREAD SHIRTS, in white or ecru, with drawers to match, to close out.

Marked down from 1.00 to 59c each.

MEN'S BALBRIGGAN SHIRTS, long or short sleeves, drawers to match, to close out.

Marked down from 40c. to 25c each.

Men's Negligee Shirts

Men's silk and wool silk mixed and silk striped MADRAS NEGLIGEE SHIRTS to close out.

Marked down from 2.50 to 3.00 to 1.50 each.

Men's Scotch Madras NEGLIGEE SHIRTS, with laundered neckbands and wristbands, to close out.

Marked down from 1.00 to 69c each.

Summer Corsets.

This illustration shows a MADRAS SUMMER CORSET (H. & S.), light, strong and serviceable, in pink and blue checks, hand-somely trimmed with lace, value \$1.00.

at 59c a pair.

Separate Skirts For Ladies.

in cash, linen, denim and pique, all new and fashionable styles, at prices halved and quartered to close out.

SEPARATE SKIRTS in an excellent quality of crash, also in White Pique, at 49c.

SEPARATE SKIRTS in cadet blue, polka dot duck and white pique, at 79c.

SEPARATE SKIRTS in Irish linen, in white pique and black and white polka dot duck, made and trimmed in a variety of styles, marked down to 98c.

SEPARATE SKIRTS, in Irish linen, trimmed with bands and tuckings; in duck, trimmed with bands of white in tunic effect, in white pique richly trimmed with embroidery and other effects, sold as high as \$4.00; marked down to 1.48.

SEPARATE SKIRTS in Irish linen, fine white pique, fine denim and fine polka dot duck, made in tunic and other styles and richly trimmed in a great variety of handsome effects, including applique and rich embroidery, recently \$4.00 to \$5.00, marked down to 1.98.

Ladies' Suits

For Street, Travelling, Mountain or Seaside Wear. Prices halved.

LADIES' ETON SUITS in a splendid quality of chevrot serge, in black and navy, richly embroidered on jacket and skirt; jacket lined with silk, skirt with percaline.

Marked down from 12.50 to 6.98.

LADIES' FLY-FRONT REEFER SUITS, in fine chevrot serge, skirt with panel front, jacket lined with silk, skirt with percaline.

Marked down from 14.50 to 7.98.

Go Cart Prices Cut.

Our entire stock of reclining GO CARTS, including some very fine grades, to close out are cut down for a choice 5.98.

Our entire stock of straight-back GO CARTS, to close out are marked down to one-half the recent prices.

Furniture Specials.

Solid Golden Oak 6-foot EXTENSION TABLE, with five massive fluted legs, finely finished, a splendid \$10.00 table.

Marked down to 6.98.

REFRIGERATORS, like cut, with brass rails, full mounts, 4 spindles and 2 rings, also brass rosette on each casting, a double sover wire steel frame, bronze locks and hinges.

large ice chamber, two 22x28-inch ber, large storage age chamber containing three shelves; special price 16.49.

Choice of any width is given.

8.98

9.98

7.98

Enamelled Steel Beds, like cut, any width at the same price, complete with an all steel spring, no wood, soft top mattress, all for

17.50 grade, for

17.50 grade, for

17.50 grade, for

17.50 grade, for

17.50 grade, for

HEART

West Fourteenth Street

August must be Kept Busy

Irrespective of Profit.

Reductions at which we now sell apply not only to Goods Fashion, but to Staples as well—"Staples" are goods used year 'round, not subject to change of style and therefore sold at sacrifice OUR PRESENT PRICES for Staples are lower than present wholesale rates Nevertheless, for two days—to-morrow and Tuesday—as an extra inducement to Housekeepers and large Consumers, we have decided to sell even lower, feeling that the money saving opportunities will be so quickly recognized that our sales will be doubled Here are

THE "TWO DAY" PRICES

All Linen Towel ngs

10 inch—good heavy quality—Less than wholesale cost by hundred bales—Two day price. 5

Damask Towel ngs

18 inch—red border—regularly 6c.—Two day price. 4 1/2

All Linen Towels

Fancy weave—42 inches long—fringed—were extra value at 12 1/2—Two day price. 9

All Linen Huck Towels

Hemmed—40 inches long—They have freely sold at 19 cents—Two day price. 12 1/2

Bleached Turkish Towels

46 inch—Grecian and Floral Borders—Regularly 25 cents—Two day price. 15

Barbers' Towels

Bordered and fringed—regularly 49 cents dozen—Two day price. 29

Heavy Table Damasks

All Linen—German and Irish make—66 inch—regularly 63 cents—Two day price. 49

All Linen Table Damasks

Cream and White—5 patterns—60 inch—value 45 cents—Two day price. 29

All Linen Napkins

High Satin Finish—medium size—Polka dots and centre patterns—Two day price—1/2 doz. 39

WASH DRESS FABRICS

Clearance Sale

What Need of "Whys" or "Wherefores?"

THESE PARALLEL COLUMNS TELL THE STORY

Were Now

French Twill Satens

Black and Navy—white and gold figures. 12 1/2 5%

French Crepones—silk barred. 35 19

French Organdies. 9% 9%

Fine French Percales—36 inch. 12 1/2 9%

Best Linen Crashes—36 inch. 19 12 1/2

Check Skirting Crashes. 19 9%

Fancy Foulards—Royal Blue. 19 12 1/2

Columbia Poplins—linen finish. 7%

Bayadere and Pineapple Ginghams. 12 1/2 6%

Em'd Mousselines—Navy and Royal Blue and Red. 15 8

Empress Piques—heavy cords. 15 6%

Duck Suitings—plain and fancy. 7 5

Lace Lawns and Batistes. 10 5

Fancy Woven Flannels—heavy nap. 8 5%

Jaconets, Lawns and Embroidered Swisses. 12 1/2 5%

Fancy Turkey Red Cambrics. 8 4%

Quilling Challes. 6 3

Children's Reefers

White and Colored Pique and Bedford—cool looking, but just enough warmth for a cool day—Girls' and Boys' styles—wide collars, handsomely trimmed with fine emby—

60" were 1.40 1.49 were 2.98

1.18 were 2.40 1.98 were 3.98

Children's Cloth Reefers

Entire stock reduced—checks, handsome Novelities and plain cloths—with and without combination collars, with braid or satin ruffles—This season's best styles—

60" were 1.81 1.39 were 2.25

70" were 1.91 1.70 were 2.98

80" were 1.70 2.15 were 3.98

Mill Samples

Men's Balbriggan Underwear

usually 35 to 65 cents

While the lot lasts—NINETEEN CENTS

Natural gray, unbleached, fancy colors and stripes—

Shirts principally 40 inch—

Drawers principally 34 inch—

Our Great Blanket Sale

Begins Monday, August Fourteenth

Meanwhile

it will pay to compare our present values with any elsewhere offered.